1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
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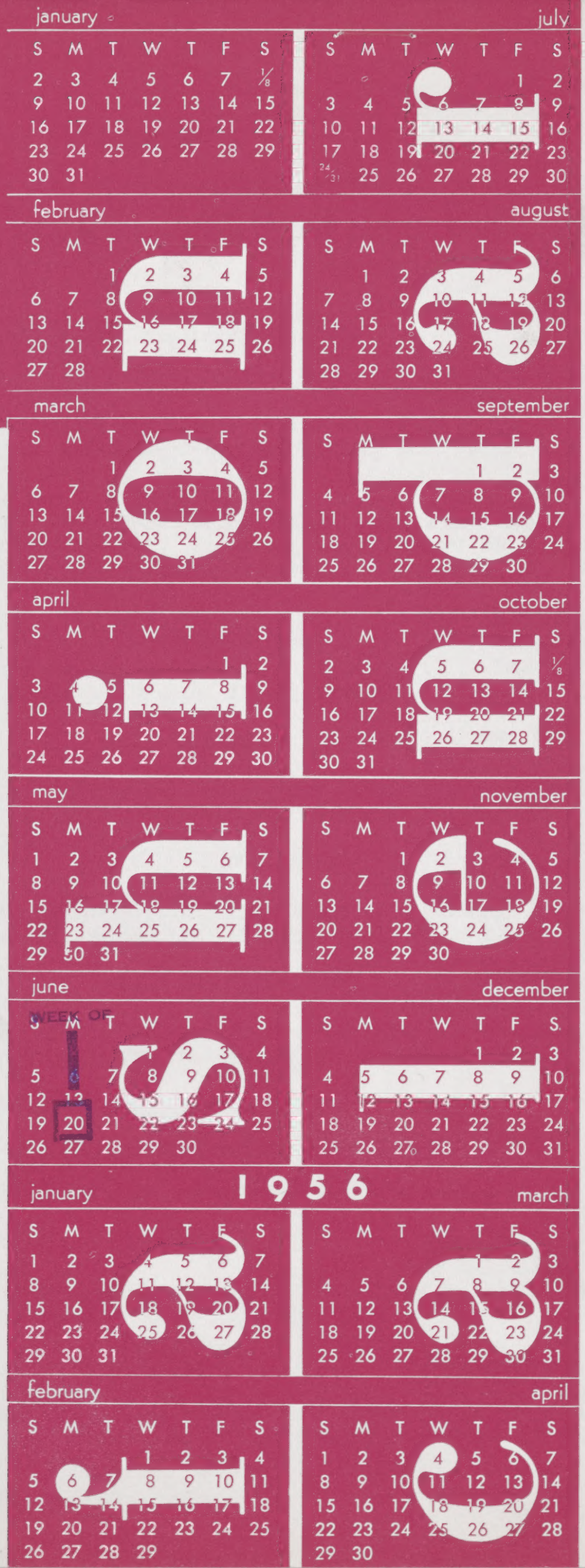
TRAFALGAR 9-2343

FILE COPY
6/20/55



8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING THURSDAY, JUNE 16, 1955		
Thursday June 16	SHOWING OF COAT COLLECTIONS	BARKIN, LEVIN & CO.	512 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Lassie Maid, Lassie Junior, and Lassie Tall coats daily at 10:30, 1:30, and 3:30. Publicity: Alfred Davidson Associates, PL. 5-0868.		
Thursday June 16 11:30 A.M.- 3:30 P.M.	LEATHER GLOVE FASHION-MERCHANDISING FORUM	LEATHER GLOVE PRODUCERS OF FRANCE	HOTEL ROOSEVELT GRAND BALLROOM
	Forum director: Bettina Ballard. Merchandising director: Elisa Daggs. By invitation. Publicity: Edward Gottlieb Assoc., 2 W. 45 St., MU. 7-3050.		
Thursday June 16 3:30 P.M.- 6:00 P.M.	PREVIEW OF SPORTSWEAR BY LILLY DACHÉ	ROLÉ, INC. (362 FIFTH AVENUE)	S.S. OLYMPIA PIER #88 - 48TH ST.
	Preview of sportswear for men and women, designed by Lilly Daché for Rolé. By invitation. Contact: Jo Craven, 151 E. 38th St., MU. 6-4966.		
Thursday June 16 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
	Suzy Perette will present her Fall collection to the press. By invitation only. (Note Change of Place.) Publ: Eleanor Lambert, MU. 8-2130.		
Thursday June 16 6:00 P.M.	FALL AND WINTER BRIDAL FASHIONS	RUSSEKS FIFTH AVENUE	3RD FLOOR BRIDAL SALON
	"Enchantment For The Bride"--bridal and bridesmaid fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Thursday June 16	FALL COLLECTION BY MILDRED ORRICK	GUILD ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Daily trade showings of Fall dresses by Guild Originals for sizes 7 to 15 and 8 to 18, designed by Mildred Orrick. Contact: CH. 4-8857.		
	WEEK BEGINNING SUNDAY, JUNE 19, 1955		
June 19	FATHER'S DAY. Contact: Nat'l Father's Day Council, 50 E. 42 St.,MU.7-6952.		
June 19	28TH ANNUAL NAT'L SWIM FOR HEALTH WEEK. Publ: Martin Stern, VA. 6-0543.		
Monday June 20 10:30 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS	GIMBELS	3RD FLOOR BRIDAL SALON
	Gimbels will present Fall and Winter bridal fashions. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.		
Monday June 20 8:00 P.M.	"HAIRCOLORING AND STYLING SPECTACULAR"	CLAIROL, INC.	BARBIZON PLAZA THEA. 57TH ST. & 6TH AVE.
	Clairol's new product for toning silver, ash, and platinum blonde hair; hairstyle forecasts by Styles Body of the Hairdressers' Board of Trade of N.Y. By invitation. Publicity: Jack Shor, OR. 5-0700.		

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Tuesday June 21 9:15 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS	BLOOMINGDALE'S	3RD FLOOR
	Bloomingdale's will preview their Fall and Winter bridal fashions. By invitation only. Publicity: Margaret de Mille, EL. 5-5900.		
Tuesday June 21 11:00 A.M.	PRESS PREVIEW: FALL READY-TO-WEAR	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
	Elizabeth Arden will invite the press to preview Fall and Winter ready-to-wear. By invitation only. Publicity: Rasponi Assoc., TE. 8-8171.		
Tuesday June 21 12:30 P.M. Luncheon	FASHION PAGEANT FOR N.Y. SUMMER FESTIVAL	30 AIRLINES; CHARM MAGAZINE;STORES	HOTEL PIERRE BALLROOM
	"Salute to New York and World-Wide Aviation with 'Charm'"--featuring world travel and travel fashions with 30 airlines, including airline stewardess fashions; pageant of 30 years of fashions; also travel fashions from Gunther Jaeckel, Andrew Geller and Charm Magazine. Producer: Nola Luxford. Tickets: $5.00; contact: Hotel Pierre, TE. 8-8000.		
Wednesday June 22 9:30 A.M.-11:30 A.M. Breakfast	"FALL 1955 SPIEGEL HOME SHOPPING BOOK"	SPIEGEL, INC.	HOTEL PLAZA BAROQUE SUITE
	Spiegel, Inc. and Associated American Artists will present The Application of Fine Arts to Mass Merchandising. By invitation. Publicity: Constance Hope, 200 West 57th St., PL. 7-0515.		
Wednesday June 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHARLES JAMES MFRS., INC.	12 EAST 57TH STREET SHOWROOM - 4TH FLOOR
	Preview of Charles James' first manufactured collection of coats, suits, dresses. Buyers preview at 6:00 P.M. By invitation. Trade showings at 2:30 P.M. By appointment. Publicity: Felice Maier, 550 Fifth Ave., PL. 3-5884 or PL. 7-8478.		
Wednesday June 22 12:30 P.M. Box Lunch	PRESS PREVIEW OF FALL MILLINERY	GARDNER HATS	1 WEST 39TH STREET SHOWROOM - 6TH FLOOR
	Preview of Fall millinery by Gardner. By invitation. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.		
Wednesday June 22 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
	"Fashion for Your Sun Days"--including sportswear and bathing suits. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Thursday June 23 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS	OHRBACH'S	4TH FLOOR BRIDAL SALON
	Ohrbach's will invite the press to preview their Fall and Winter bridal collection. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		
Thursday June 23 12:00 Noon Luncheon	READY-TO-WEAR FALL FASHIONS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	"Signature--American Design", with Stanley Marcus, president of Neiman-Marcus, as speaker. Reception for Regional Group Directors from 11:30 A.M. in East Foyer. Co-Chmn.: Adelia Ellis of Forstmann, Inc.; and Alice Burrows of T. Eaton & Co., Ltd. Price: $7.00, members; $8.50, guests. Contact: The Fashion Group, CI.7-3940. Publ: Ruth Hammer Assoc.,EL.5-7872.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday June 25 3:00 P.M.	BRIDAL FASHION TEA OF MAURER ORIGINALS	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
	"It's a Bride's World"--Maurer bridal fashions. Miss Universe of 1955, guest model, courtesy Catalina. Open to public. Contact: Ruth Scott, TR. 5-7200, Ext. 661.		
Tuesday June 28 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: MEN'S TIES BY GIVENCHY	NED GOLDSMITH (112 MADISON AVENUE)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
	The press will be invited to a preview of men's ties, designed by Paris couturier Hubert de Givenchy. By invitation only. Contact: Ned Goldsmith, MU. 4-6792. Publicity: Ruth Hammer Associates, EL. 5-7872.		
Wednesday June 29 4:00 P.M. Cocktails	VEILETTES & VEILINGS-- GARDEN PARTY PREVIEW	MALINO VEILINGS (14 EAST 37TH STREET)	30 EAST 37TH STREET
	Showings of Malino Veilettes and Veilings at a preview for press and buyers. By invitation only. Publ.:Maud G. Moody, 347 Fifth Ave.,LE.2-5562.		
Thursday June 30 2:00 P.M.- 6:00 P.M.	OPEN HOUSE CELEBRATION	NATIVE LACES AND TEXTILES	261 FIFTH AVENUE SHOWROOM - 2ND FLOOR
	House-warming party at redecorated showroom of Native Laces and Textiles (Natona Mills.) Contact: Lenore Friedman, MU. 6-0400.		
July 4	INDEPENDENCE DAY (Monday) -- Legal Holiday.		
Wednesday July 6 9:30 A.M.	PREVIEW OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will invite the press and trade to a preview of her hat collection for Fall. By invitation. Contact: PL. 3-3032.		
Wednesday July 6 4:00 P.M. Cocktails	PRESS PREVIEW OF BRIDAL FASHIONS	MMACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Late Summer and Fall bridal fashions. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Thursday July 7 10:00 A.M.	FALL MILLINERY AT PRESS SHOWING	SALLY VICTOR	18 EAST 53RD STREET SALON
	The press will be invited to preview Sally Victor's millinery collection for Fall. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Thursday July 7 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
	"How To Sell More Hats Per Head"--The Fashion Group's millinery show. Speaker: Frances Ashmore of "Mademoiselle". Co-Chairmen: Edith Raymond and Janet Sloane. Price: $5.50, members; $6.50, guests. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872.		
Saturday July 9 3:00 P.M.	FALL MILLINERY FOR VISITING PRESS	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	John Frederics will present his Fall millinery to the visiting press. By invitation only. Contact: Joseph Mann, WY. 1-6900.		
Sunday July 10 10:00 A.M.- 1:00 P.M. Brunch	FALL JEWELRY PREVIEW AT BREAKFAST PARTY	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Trifari, Krussman & Fishel will invite the out-of-town and N.Y. editors to a presentation of their Fall jewelry fashions. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 10 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
	Emme will present her Fall millinery collection to visiting press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Sunday July 10 1:30 P.M.	FALL MILLINERY FOR VISITING PRESS	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
	Laddie Northridge will present his Fall millinery to the visiting press. (Note Change of Date). By invitation only. Publ.: Maud G.Moody,PL.3-7450.		
Sunday July 10 3:00 P.M.	MILLINERY SHOW FOR VISITING PRESS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday July 10 5:00 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	CARLTON HOUSE CARLTON SUITE
	Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.		
Sunday July 10 9:00 P.M. Champagne	FALL MILLINERY AT VISITING PRESS SHOW	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will present his Fall millinery to visiting press. By invitation only. Publ.: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.		
Monday July 11 12:00 Noon- 3:00 P.M. Luncheon	FALL MILLINERY MERCHANDISING CLINIC	MILLINERY MERCHANDISING EXECUTIVES ASS'N	HOTEL SHERATON ASTOR COLLEGE HALL-8TH FL.
	Semi-annual fashion and merchandising clinic of the MMEA, with a special fashion report and survey of Fall millinery. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324.		
Monday July 11 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
	Laddie Northridge will present his Fall millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Monday July 11 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES	WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE COTILLION ROOM
	"'55 Fashions In Time"--newest creations in feminine and masculine watches for the coming seasons, presented by Watchmakers of Switzerland (Auxiliary Member, N.Y. Dress Institute). By invitation only, for the New York and out-of-town editors. Sponsored by Foote, Cone & Belding. Contact: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.		
Monday July 11 8:30 P.M. Champagne	EVENING PREVIEW OF FALL MILLINERY	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL ROOM
	Showing of Emme's Fall millinery to press and trade at an evening preview. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave.,MU.9-5420.		
Monday July 11 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS	SHIP 'N SHORE BLOUSES	WINTER GARDEN THEATRE BROADWAY & 50TH ST.
	Ship 'n Shore (Auxiliary Member, N.Y. Dress Institute) will invite the visiting press to see "Plain And Fancy". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday July 11	OPENING OF FALL MILLINERY COLLECTION	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Showing of Mr. John's Fall and Winter couturier collection of hats. By appointment only. Publicity: Diane L. Montgomery, MU. 8-4906.		
Tuesday July 12 9:00 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Mr. Arnold will present his Fall millinery to the press. By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.		
Tuesday July 12- July 13 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
	Allied Kid Co. will preview Resort-Spring-Summer 1956 leather colors and finishes at a showing for press and shoe stylists, Tuesday, July 12 at 9:30 A.M. For buying office fashion coordinators, fashion publicists, department store fashion coordinators, Tuesday, July 12 at 3:30 P.M. For Fabric, hosiery and accessory stylists, Wednesday, July 13 at 9:30 A.M. By invitation only. Contact: Dorothy Campbell, MU. 6-1623.		
Tuesday July 12 11:00 A.M.& 12:00 Noon.	PRESS PREVIEW OF FALL & WINTER SHOES	DELMAN	SHERRY NETHERLAND CRYSTAL PAVILION
	The local press will be invited to a preview of Fall and Winter shoe fashions at 11:00 A.M. Visiting press showing at 12:00 Noon by Delman (Auxiliary Member of N.Y. Dress Institute). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 12 12:30 P.M. Luncheon	FASHIONS IN COTTON FROM M. & W. THOMAS	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna presents "The First Fall Look" in new cottons by M. & W. Thomas. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Publicity: M. & W. Thomas: The Miles, MU. 8-8760. De Pinna: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Tuesday July 12 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL BLOUSES	SHIP 'N SHORE BLOUSES	HOTEL PIERRE BALLROOM
	Blouses by Ship 'n Shore (Auxiliary Member, N.Y. Dress Institute) to visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 12 5:00 P.M. Cocktails	CHINCHILLA PREVIEW FOR THE PRESS	EMPRESS CHINCHILLA	HOTEL PIERRE ROOF
	Empress Chinchilla (Auxiliary Member, N.Y. Dress Institute) furs by leading designers will be presented to visiting and local editors. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.		
Tuesday July 12 7:00 P.M.	DIAMOND DINNER WITH CARL BRISSON	N.W. AYER & SON, INC.	HOTEL PLAZA TERRACE & PERSIAN
	Diamond jewelry from Black, Starr & Gorham; Cartier; Tiffany; Van Cleef & Arpels; and Harry Winston will be shown to the visiting editors by N. W. Ayer) (Auxiliary Member of N.Y. Dress Institute) at cocktails and dinner, with entertainment by Carl Brisson. By invitation only. Contact: Jean Shanley at N. W. Ayer, CI. 6-0200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 12 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZATION COMMISSION	HOTEL SHERATON ASTOR GRAND BALLROOM
	Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.		
Tuesday July 12 10:30 P.M.	TALON ZIPPER AND FALL WOOL FASHIONS	DONAHUE SALES CORP.; THE WOOL BUREAU	LE RUBAN BLEU 6 EAST 56TH STREET
	Talon, in cooperation with The Wool Bureau, (Auxiliary Members N.Y. Dress Institute), will invite the visiting press to a showing of Fall woolen fashions made with new zippers. By invitation only. Contact: Donahue Sales, MU. 8-5050, or The Wool Bureau, PL. 7-5092.		
Wednesday July 13- July 14 8:00 A.M.	"KAFFE KLATCH" FOR VISITING PRESS	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
	Capezio (Auxiliary Member of N.Y. Dress Institute) will present Fall 1955 shoe fashions to the out-of-town editors at their Boutique on Wednesday and Thursday. By invitation. Contact: Marya Morton at Capezio, JU. 6-2150.		
Wednesday July 13 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY	BEATRICE MARTIN (16 WEST 57TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM
	Showing of Beatrice Martin's Fall millinery to press and buyers. By invitation. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Wednesday July 13 11:30 A.M.	PREVIEW OF FALL MILLINERY	WILLIAM J.	44 WEST 54TH STREET SALON
	William J. will present his Fall millinery to the press and trade. By invitation. Contact: CI. 5-8956.		
Wednesday July 13 12:00 Noon Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC JERSEY	ALAMAC KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
	Alamac (Auxiliary Member of N.Y. Dress Institute) will invite the out-of-town and local press to a preview of Fall fashions created by leading manufacturers from "Thalspun" Orlon wool-jersey; also "Permathal-Everglaze" cotton knits. By invitation. Publ.: Lee Silver at Alamac, OX. 5-1445.		
Wednesday July 13 4:30 P.M.	COCKTAIL SHOWING FOR VISITING PRESS	GENERAL BEAUTY PRODUCTS (LILLY DACHÉ)	HOTEL PIERRE ROOF
	General Beauty Products--Lilly Daché (Auxiliary Member N.Y. Dress Institute) will invite the out-of-town editors to a showing at cocktails. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday July 13 5:30 P.M.- 7:30 P.M.	FASHIONS FOR VISITING AND LOCAL PRESS	BOTANY MILLS (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
	Botany Mills (Auxiliary Member N.Y. Dress Institute) will invite the press to a showing of Fall fashions in Botany woolens. By invitation only. Publicity: Helen Boyd at Botany, OX. 5-5500.		
Wednesday July 13 8:00 P.M. Dinner	PRESS SHOWING OF FALL MILLINERY	MILLINERY FASHION BUR.	PLACE TO BE ANNOUNCED
	The Millinery Fashion Bureau (Auxiliary Member N.Y. Dress Institute) will invite the local and visiting press to dinner and a panorama showing of new Fall hats. By invitation. Contact: Babs Vierhaus, LO. 4-7800.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 14 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	GUSTAVO (59 WEST 56TH ST.)	PLACE ELEGANTE 33 WEST 56TH STREET
	Gustavo's Fall millinery will be presented to the press. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		
Thursday July 14 5:30 P.M.- 7:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.
	Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) for local and visiting press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Friday July 15 12:30 P.M. Luncheon	PRESS SHOWING OF FALL SILK FASHIONS	INTERNATIONAL SILK ASSN. -- U.S.A.	HOTEL PIERRE BALLROOM
	Silk fashions for Fall by International Silk Association -- U.S.A. (Auxiliary Member of N.Y. Dress Institute). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday July 15 7:30 P.M.	SPECIAL PARTY FOR VISITING PRESS	PELLON	HOTEL AMBASSADOR BALLROOM
	Pellon (Auxiliary Member of N.Y. Dress Institute) will give a special party and demonstration for the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday July 16 9:00 A.M. Breakfast	BREAKFAST SHOWING FOR VISITING PRESS	RITTER BROTHERS (234 W. 30TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
	Ritter Brothers (Auxiliary Member N.Y. Dress Institute) will present Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday July 16 11:00 A.M.	OYSTER BAY TRIP FOR VISITING PRESS	FIBER PRODUCERS; MILLS & MANUFACTURERS	OYSTER BAY, LONG ISLAND
	Lind-Gilbert Associates (Auxiliary Member of N.Y. Dress Institute) on behalf of its clients, invites the visiting press to spend a day in Oyster Bay, L.I., returning to New York at 11:00 P.M. By invitation only. Publicity: Lind-Gilbert Assoc., 22 E. 60th St., PL. 3-4786.		
Wednesday July 20 4:00 P.M. Cocktails	MIDSUMMER FURNITURE PREVIEW	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	For newspaper editors. Showing to magazine editors Monday, July 25 at 9:00 A.M. By invitation. Publ.: Barbara Gray, CH. 4-2000.		
Thursday July 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
	Arnold Constable will present a breakfast showing for the press of their fur collection. By invitation. Publicity: Gloria Geis, MU. 5-2300.		
Wednesday July 27 4:00 P.M. Cocktails	LINEN PREVIEW FOR THE PRESS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	"Linens In The Limelight"--Macy's will preview table linen, sheets and towels. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext.2431.		
Tuesday August 2 9:30 A.M. Breakfast	PRESS PREVIEW: BACK-TO-SCHOOL FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Preview of Fall fashions--children's to teens--will be presented by Macy's. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 2 2:30 P.M.	SHOWING OF COLLEGE & CAREER FASHIONS Russeks will present their college and career fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Thursday August 4 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE COLLECTION Breakfast preview of Peck & Peck's college collection. Showing at 10:00 A.M. By invitation. Publ: Mrs. D.J. Todd or Eleanor Vreeland, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE 6TH FL.-EXEC. OFFICE
Tuesday August 9 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will present college and career fashions to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 9 11:00 A.M.	PRESS PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will preview their Fall shoe collection for the press. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11 FL.
Wednesday August 10 10:30 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Jay Thorpe will invite the press to preview Mme. Oro's bridal fashions. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 6	SAKS FIFTH AVE. At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 7	BERGDORF GOODMAN At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 8	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 9	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 13	BONWIT TELLER At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800

Thursday Sept. 8 11:00 A.M.	PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will invite the press to preview Howard Greer's Fall collection. Customer showing at 2:30. By invitation. Publ: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Friday Sept. 16 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of import collections at breakfast and luncheon showings. Co-chairmen, Ready-to-Wear Division: Alice Burrows and Adelia Ellis. (Price and speaker will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	OPENINGS: DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID		
Friday July 15 9:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND	SYBIL CONNOLLY OF DUBLIN	DUBLIN, IRELAND
	Sybil Connolly's Fall and Winter collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Avenue, CI. 7-8060.		
Saturday July 16- July 19	BRITISH READY-TO-WEAR FOR FALL	BRITISH MFRS. GROUP	LONDON, ENGLAND
	Group include: Aquascutum, Ltd., Horrockses Crewdson & Co., Jacqmar, Ltd, Jaeger Co., Matita, Ltd., H. B. Popper, Ltd., Rose & Blairman, Ltd., Frederick Starke, Ltd., Spectator Sports, Ltd., Vernervogue, Ltd. N.Y. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.		
Wednesday July 20- July 23	OPENING OF ROMAN COUTURE COLLECTIONS	SINDACATO ITALIANO ALTO MODA	ROME, ITALY
	July 20: Battilocchi, Fontana, and accessories exhibit. July 21: Eleanora Garnett, Mingolini-Gugenheim, F. Fattinoni. July 22: Tessitrice dell'Isola, Giovannelli, Cassisi. July 23: Ferdinandi. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindacato, 121 Piazza Montecitorio, Rome, Italy.		
Beginning Friday July 22- July 26	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
	July 22: Millinery showings: Valditevere, Vito, Glans, Brioni, Myricae, Bertoli, Mirsa, Avolio, Spagnoli, Emilio. July 23: Guidi, Capucci, Carosa. July 24: Simonetta, Fabiani, Marucelli. July 25: Antonelli, Schuberth, Veneziani. July 26: Designers will meet buyers in the Strozzi Palace. Contact: G. B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.		
Beginning Monday July 25- July 27	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
	July 25: Mattli, John Cavanagh, Worth, Norman Hartnell. July 26: Michael Sherard, Digby Morton, Michael, Lachasse. July 27: Ronald Paterson, Victor Stiebel, Hardy Amies, Charles Creed. Contact: Rosemary Borland, 1 Bell Yard, London, W.C.2, England.		
Beginning Thursday July 28	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	July 28: Patou. July 29: Hubert de Givenchy, Manguin. July 30: Jean Desses, Jacques Heim. August 1: Jacques Fath, Christian Dior, Madeleine de Rauch, Gres. August 2: Pierre Balmain. August 3: Chanel, Jacques Griffe. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris, France.		
Friday July 29	FALL AND WINTER SHOWING IN MADRID	PEDRO RODRIGUEZ	54 CALLE DE ALCALA MADRID, SPAIN
	Pedro Rodriguez will present his Fall and Winter collection. By invitation only. Contact: Pedro Rodriguez at Madrid address.		